

WATCH BWCH

Fall 2008

11/2008

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Domestic Violence Awareness Month

Domestic Violence Awareness Month (DVAM) is observed each October. DVAM evolved from the first Day of Unity begun by the National Coalition Against Domestic Violence (NCADV) in 1981. The intent of DVAM and the Day of Unity is to connect advocates and others involved in the battered women's movement who are working to end violence against women and their children.

The Day of Unity is celebrated the first Monday in October and has become a special week when a range of activities are conducted at the local, state, and national levels. This year the Day of Unity was celebrated on Monday, October 6, 2008.

The first Domestic Violence Awareness Month was observed in October 1987. The first national toll-free hotline was begun the same year. The first Domestic Violence Awareness Month Commemorative Legislation was passed by the U.S. Congress two years later in 1989 and has passed every year since. The NCADV continues to provide key leadership in this effort.

The increased awareness of domestic violence in the upcoming weeks may result in co-workers realizing one of their peers is involved in a violent relationship.

What to do?

1. Be aware of signs of bruises or injuries to face, arms, etc. Wait for your co-worker to self disclose.
2. Be available only if you are able. Be supportive and listen, but do not offer advice. Express your concern for her/his safety, encourage her/him to seek help and give her/him the 24-hour national crisis line phone number (800-799-7233 or 800-799-SAFE).
3. Seek out information about domestic violence to have a greater understanding of what your co-worker is experiencing. (*Continued pg.2*)

National Campaign to Prevent Teen and Unplanned Pregnancies Grant

The Bureau of Women's and Children's Health recently received a two-year grant from the National Campaign to Reduce Teen and Unplanned Pregnancies. The grant will allow the Bureau to conduct a plan-

ning process to identify strategies to assist in the reduction of unplanned pregnancies of unmarried male and female residents of Arizona, age 18-24, with an emphasis on Hispanic and Native American populations. Although unin-

tended pregnancy occurs in women of all backgrounds, according to the Guttmacher Institute, the levels are highest among several groups, including members of racial and ethnic minority groups, (Continues pg. 3)

Domestic Violence Awareness Month

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Give information about domestic violence and resources available to victims to her/him *if* your coworker asks for and accepts the information. She/he may not be able to do so at this time.

4. Be sensitive to the seriousness of the situation.
5. If you fear for your own safety, address your concerns with your supervisor.
6. Maintain confidentiality at all times. Discussing the issue with others may increase your co-worker's risk of violence in their relationship.

7. Suggesting someone leaves their relationship, or asking why they remain with a violence partner is never helpful to a victim! There are a myriad of reasons a victim remains in their relationship. Only the person in the relationship knows if they can leave and when it is safe to do so. Remember – 75% of victims killed in a violent relationship had already left!
8. If a violent incident occurs while at work or in the workplace, inform your supervisor immediately.

For more information on domestic violence and resources avail-

able contact the Arizona Coalition Against Domestic Violence (602) 279-2900, www.azcadv.org the National Coalition Against Domestic Violence, (303)-839-1852, www.ncadv.org the **National Domestic Violence Hotline: 1-800-799-SAFE (7233).**

For more information contact:

JAnn Pope, Domestic Violence Services Program Manager with the Rural Domestic Violence Services Network at (602) 542-7341 or jann.pope@azdhs.gov.

Window Cord Safety

Children and
Window Cords
Don't Mix

accidentally become tangled or caught in window cords.

According to information provided by the U.S. Consumer Product Safety Commission, since 1990, more than 200 infants and young children have died from accidentally strangling in window cords. Don't let this happen to your child.

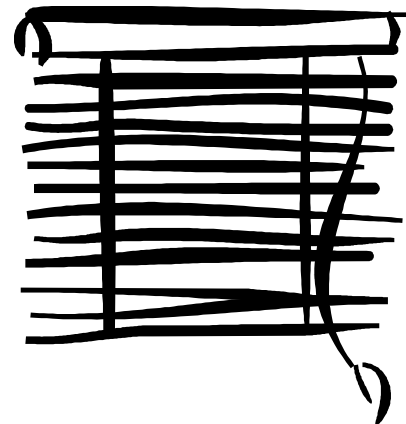
If consumers do not wish to replace window coverings with today's safer products, the WCSC offers free cord retrofit kits.

For free retrofit kits and information contact www.windowcoverings.org or phone 1-800-506-4636.

When window cords are within reach, it can take only a few seconds for a young child to accidentally strangle. Infants placed in cribs near windows may be able to grasp a dangling window covering pull cord or inner lift cord, pull it into the crib and unintentionally wrap it around their neck. Only use cordless products in young children's bedrooms and sleeping areas. Toddlers and pre-schoolers playing on beds or climbing on furniture placed near windows

REPLACE PRE-2001 WINDOW COVERINGS

The Window Covering Safety Council (WCSC) recommends parents and caregivers make the right choice and only use cordless window products in young children's bedrooms and sleeping areas and to replace all window coverings in the home made before 2001 with today's safer products.





In case you missed it, October was National Let's Talk Month. During October parents were encouraged to talk to their children about sexuality. Parents play a key roll in helping their children learn about responsible sexual behavior, but it can be difficult for them to start up a conversation about this sensitive topic.

There are many possible reasons why some parents find it difficult to talk to their kids about sex. Some grew up in an environment where there were no talks about sex. Some parents are afraid they won't have the right answers to their children's questions. Still, others are afraid their children will experiment if

they talk about sex.

Even though sex and body changes can be difficult subjects to bring up, it is essential that children get information from their parents about both topics. Children and adolescents have lots of questions about their bodies and sex. Studies have shown that children want their parents to be the ones to answer their questions. Here are some tips from Advocates for Youth on talking to your children about sexuality:

- Listen more than talk.
- Focus on behaviors, not persons.
- Negotiate and compromise, or at least consider other views.
- Encourage an open exchange of ideas.
- Foster the young person's decision-making ability.
- Encourage and receive questions.
- Admit ignorance when appropriate and find the answer.
- Share values and beliefs.
- Explore feelings.

- Show agreement and support often.
- Keep a sense of humor.
- Be clear about expectations and listen, listen, listen!

For more information about Let's Talk Month or on talking to your child about sex take a look at the Advocates for Youth website <http://www.advocatesforyouth.org/> and the National Campaign to Prevent Teen and Unplanned Pregnancies website, <http://www.thenationalcampaign.org/>. You can also talk to our very own Cameron Lewis or Kirsten Hushagen, Teen Pregnancy Prevention Program Managers. Bu calling (602) 364-1400. Even if you missed the National Let's Talk Month, it is always a good time to start talking with your child. Start now!

National Campaign to Prevent Teen and Unplanned Pregnancies Grant *(Continued from page 1)*

women ages 18-24, and unmarried women. One reason we are choosing to focus our efforts on unmarried women is that data shows seven of ten pregnancies to unmarried women in their 20s are unplanned. The goal is to have a plan that encompasses a variety of strategies that agencies and organizations through-

"data shows seven of ten pregnancies to unmarried women in their 20's are unplanned"

out the state can assist in implementing on a local level. In year two of the contract, funding will be made available to pilot and evalu-

ate one or two of the identified strategies with the hope that the successful strategies can be replicated, not only in Arizona but in other parts of the country.

If you are interested in being part of the planning process, please contact Dorothy Hastings at (602) 364-1423.

First Time Motherhood/New Parents Initiative

The Bureau of Women's and Children's Health (BWCH) was recently awarded the First Time Motherhood/New Parents Initiative grant. This two-year grant is administered by the Department of Health and Human Services Administration, Maternal and Child Health Bureau and will bring approximately \$500,000 a year to the state to increase awareness about preconception/interconception care, the life course perspective, the availability of resources for expectant parents/new parents and provide linkages to those resources.

Arizona will use this funding to develop a social marketing

campaign designed to increase awareness about the life course perspective and the importance of preconception/interconception care in improving birth outcomes among African American women and men age 18 – 30 years of age. Focus groups will be conducted as a formative strategy for developing a social marketing campaign plan. In addition, presentations will be created for use by local agencies when conducting educational sessions in African American churches in Maricopa County, Tucson, Sierra Vista and Yuma. Barbers and beauticians with a significant African American client base will also be educated about

various preconception/new parent related health topics and resources so they can share information with their clients as appropriate.

The materials developed for the social marketing campaign also will be used to educate men and women who are members of other racial/ethnic populations based on the belief that the materials will have cross-cultural appeal. The BWCH will work with the ADHS Marketing Committee on integrating the social marketing message into existing social marketing

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Project LAUNCH

The Bureau of Women's and Children's Health was recently awarded the Project LAUNCH grant from the Substance Abuse and Mental Health Services Administration (SAMHSA). Beginning in 2008, Arizona will receive \$900,946 each year for five years. The goal of the grant is to promote holistic wellness for children from birth to eight (8) years of age. Wellness encompasses the physical, emotional, social and behavioral aspects of a child's development. The goal will be accomplished by providing funding at the local level to implement evidence-based programs, promote protective factors, improve coordination among child-serving systems, build infrastructure and improve methods of providing services. This grant is a partnership between the Arizona Department of Health Services (ADHS), the

Governor's Office for Children, Youth and Families (GOCYF), First Things First, and the University of Arizona Cooperative Extension.

The Arizona grant is titled Project Tapestry and will focus on the geographic areas of two (2) zip codes, 85040 and 85041. These zip codes were selected because of current service coordination efforts initiated by the Arizona Department of Corrections/Department of Economic Services Legacy Partnership to address the needs of ex-offenders re-entering the community. Tapestry will assign a high priority, working with Legacy, DES and Maricopa County Probation to target children who are related to or living in a home with an ex-offender. The Project will also work with other children living in the geographic areas who attend or will attend the Roosevelt School District as well as their families and

caregivers. The various components of Project Tapestry are designed to address various factors that impact school readiness, academic achievement and social responsibility. Project Tapestry consists of five (5) evidence-based programs that are school and community-based: The Incredible Years, Parents as Teachers, Strengthening Multi-Ethnic Families and Communities, Parenting Wisely and Healthy Steps.

The University of Arizona Cooperative Extension will assume responsibility for implementing services at the local level. ADHS and GOCYF (Continued pg. 6)

The goal of the grant is to promote holistic wellness for children from birth to eight (8) years of age.

November—Prematurity Awareness Month

November is National Prematurity Awareness Month. According to the Arizona Health Status and Vital Statistics in 2007, 10.3% of all Arizona babies were born at less than 37 weeks gestation. This is slightly lower than the three previous years and lower than the national average. In 2007, there were 321 deaths due to prematurity in Arizona.

Premature infants are born before their brain and other organs are completely formed. The very premature infant is more likely to suffer from respiratory distress syndrome, intraventricular hemorrhage and necrotizing enterocolitis. Even the late preterm infant can face developmental delays, respiratory, vision, hearing and gastrointestinal complications as well as social-emotional delays.

The causes of prematurity vary and many times the cause is unknown. Women who have had a preterm birth are more likely to have another. The incidence of prematurity across the races is disparate. The rate of preterm birth in the United States is highest for African American infants (18.1%), followed by Native Americans (13.8%), Hispanics (12.0%), whites (11.5%) and Asians (10.5%). African Americans in Arizona experience a higher rate of prematurity at 14.9%. Fourteen percent of the deaths due to prematurity were associated with the health and wellbeing of the mother before she became pregnant or during her pregnancy.

According to a report published by the Institute of Medicine and partially funded by the March of Dimes, the cost of preterm births in the United States is at least \$26.2 billion or \$51,600 for every infant born preterm in 2005. The costs broke down as follows: \$16.9 billion (65%) for medical care, \$1.9 billion (7%) for maternal delivery, \$611 million (2%) for early intervention services, \$1.1 billion (4%) for special education services and \$5.7 billion (22%) for lost household and labor market productivity. The average first-year medical costs, including both inpatient and outpatient care, were about 10 times greater for preterm infants (\$32,325) than for term infants (\$3,325).

Strategies to prevent preterm deliveries and/or ameliorate the effects of prematurity include medical intervention, regionalized systems of care and education. Medical treatments are able to slow down labor in some instances by treating contractions. This gives time to administer steroids to the mother to help the baby's lungs mature. This also allows for some time to transport the mother to a high-risk perinatal center. Studies have shown that infants born at the appropriate level of perinatal care have better

overall outcomes. In Arizona in 2007, 2,015 critically ill pregnant women or women in preterm labor were transported to a higher level of perinatal care. The various Newborn Intensive Care Units in Arizona are positioned to care for premature infants based on gestational age. The transport component of the High Risk Perinatal Program ensures that premature and critically ill newborns receive timely access to appropriate medical care without regard to geographic location or ability to pay. In 2007, 1,143 infants were transported to the appropriate level of care.

Every Arizona Perinatal Trust Level II Enhanced Qualification and Level III NICU has a NIDCAP® certified Developmental Specialist who provides a comprehensive approach to developmentally appropriate care, and guides the staff and the parents in understanding the medically fragile premature infant's strengths and needs. NIDCAP® is the acronym for Newborn Individualized Developmental Care and Assessment Program® developed by Dr. Heidelise Als of Harvard Medical School and Children's Hospital in Boston.

We are continuing to work diligently to better understand the causes of prematurity in order to focus our efforts on prevention. Based on the CDC's Perinatal Periods of Risk, we know that the health of the mother before she becomes pregnant influences the birth outcome. The Bureau of Women's and Children's Health has concentrated efforts on preconception health or the health of a woman before she becomes pregnant throughout all the programs it manages by increasing public awareness and by partnering with organizations like the March of Dimes.

To learn more about prematurity go to the March of Dimes web site

<http://www.marchofdimes.com/arizona>

Welcome New Employee

Alana Shacter, MPH
Injury Epidemiologist



My Pyramid

USDA launched MyPyramid for Preschoolers in October, 2008 at the American Dietetic Association's annual meeting in Chicago. MyPyramid for Preschoolers is for children 2 to 5 years of age.

Visit the web at <http://www.mypyramid.gov/preschoolers/index.html> to access this newly added resource to USDA's MyPyramid.gov.

Here are some sections of the MyPyramid for Preschoolers that include tips for parents:

Explore ways to help your preschooler:

- **Grow up healthy.** Complete a growth chart especially for your child to find out more about normal development.
- **Develop healthy eating habits.** Raise a healthy eater by setting a good example and practicing positive habits.
- **Try new foods.** Help for picky eaters.
- **Play actively every day.** Add physical activity into your preschooler's day.
- **Follow food safety rules.**

This website will be a great resource not only for parents and grandparents, but also for anyone working with school children such as staff in WIC, SNAP-Ed, Head Start and child care centers.

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Project LAUNCH (Continued from page 4)

will work collaboratively to facilitate linkages with other state and local agencies on the promotion of effective policies that support young child wellness and create integrated systems of services.

Within the first six months of the grant, several tasks must be completed at the state and local levels: establishment of Council on Young Child Wellness, completion of an environmental scan, financial mapping of funding sources that support child wellness, development of a comprehensive plan and local service implementation. The state Council on Young Child Wellness will be integrated into the Health Workgroup of the First Things First Early Childhood Board.

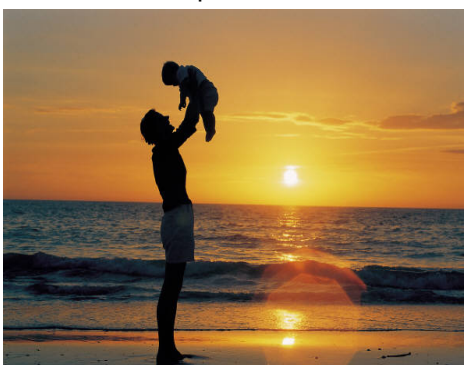
First time Motherhood/New Parents Initiative (Continued from page 4)

campaigns within the department. Upon completion, the effectiveness of the social marketing campaign will be evaluated.

A portion of the funds will be used to promote Baby Arizona, a presumptive eligibility prenatal care program. The social marketing campaign will also provide information on the steps a woman can take to modify any preconception health risks and the importance of being healthy even if she does not plan on becoming pregnant. In addition, the 1-800 number for the Pregnancy and Breastfeeding hotline will be promoted along with a list of local and national resources. Men will be educated on their role in preconception care and improving birth outcomes – completing a reproduc-

tive health plan, being screened for infections, being informed about their family health histories, being supportive of a woman's efforts to improve and sustain positive health behaviors and ensuring his partner is not exposed to second hand smoke.

The grant will also fund grand rounds at the six level III hospitals in Arizona and a Preconception Care Summit in



This newsletter brought to you by:

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